

# Symantec.cloud Partner Program

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”As a Symantec.cloud Partner, you are critical to our success. We are committed to collaborating with you to create new opportunities that take advantage of the rapidly-growing software-as-a-Service market without you having to invest in expensive resources and technology.”

Rowan Trollope  
Senior Vice President,  
Symantec.cloud



## Offer Leading cloud-based Services And Start Generating Recurring Revenue Today

Hosted services is rapidly transforming how your customers choose to address their Security, IT and information management challenges. This shift creates new opportunities for businesses to generate recurring revenue streams and gain insight into customer operations through the management of their IT environments.

As a leader in Software-as-a-Service (SaaS), more than ten million end users at more than 31,000 organizations ranging from small businesses to the Fortune 500 use Symantec.cloud services to secure and manage information stored on endpoints and delivered via email, Web, and instant messaging.

### What's Unique About Our Approach?

Feature	Benefit
<b>Superior Architecture</b> Multiple best of breed scanning engines combined with proprietary Sceptic™ heuristic technology	<b>Better Protection</b> – higher accuracy with fewer false positives, and the ability to protect against converged threats
	<b>Better Reliability</b> – deployment across multiple data centers for maximum redundancy
	<b>Industry-leading SLAs</b> – with money back remedies if service performance levels are not met
<b>Global Infrastructure</b> 14 data centers spanning 4 continents	<b>Better Protection</b> – deeper insight into global threats
	<b>Better Performance</b> – reduced latency
<b>Broad Portfolio</b> More than a dozen individual hosted services offerings	<b>Solves More Problems</b> – solutions for multi-protocol security and end-to-end email management
	<b>Easier to Manage</b> – common user experience as well as simplified procurement and support
<b>Outstanding Support</b> Customer Support is 24/7	<b>Better Customer Experience</b> – experienced hosted services specialists available to answer support calls. This support is included with our service offering
<b>Now Part of Symantec</b> Securing and managing the world's information	<b>Better Protection</b> – access to unparalleled threat intelligence and extensive security expertise
	<b>Accelerated Development</b> – increased investment combined with access to award-winning technology
	<b>Increased Flexibility and Choice</b> – increased flexibility to support hybrid deployment options

<sup>1</sup>IDC, Economic Crisis Response: Worldwide Software as a Service 2008-2012 Forecast Update, Doc # 215504, November 2008

## **Partner With Symantec & Quickly Take Advantage Of The Increasing Market Demand For Cloud-Based Services**

At Symantec.cloud, partners are key to our success. That's why we have developed and invested in our Partner Program to help you build revenue, increase customer retention and expand your business network. We are dedicated to working with a network of global and regional partners to set the standards and capitalize on the rapidly growing demand for SaaS solutions.

The Symantec.cloud Partner Program allows you to quickly take advantage of this growing market demand for hosted services and easily benefit from a high margin, recurring revenue stream while your customers get up and running quickly with products that are easy to manage and deliver peace of mind

### **Hosted Services Programs Available**

The Symantec.cloud Partner Program allows you to refer, resell, manage and embed these offerings with your portfolio in a way that best suits your business needs.

### **Associate Program**

The Associate Program enables organizations and individuals to take advantage of the exploding hosted services market without having to invest in expensive resources and technology. By referring customer opportunities to Symantec.cloud, associates can grow their business through new and existing revenue streams and increased customer satisfaction and retention.

- Choose between Standard and Premium options based on business model and commitment level.
- Receive commission on new contracts, upgrades and renewals based on level.

### **Authorized Reseller Program**

The Authorized Reseller Program enables regional and national resellers to provide their customers with industry leading hosted services. As an Authorized Reseller you benefit from competitive margins as well as marketing and training programs designed to help you maximize opportunities.

- You receive a high-margin, recurring revenue stream on new contract, upgrades and renewals.
- You only have to achieve realistic minimum customer and accreditation requirements.
- You own the sale and client relationship including billing and we handle support.

### Certified Partner Program

As a Certified Partner you benefit from a high profit margin that increases as your Symantec.cloud business grows. In addition, by completing sales and technical certifications and delivering first line support, you increase opportunities to become your customer's trusted advisor.

- You receive a high recurring profit margin that increases as your Symantec.cloud business grows.
- You're provided with extensive sales and technical training certification programs.
- You own the sale and client relationship including billing and first-line support and we address support escalations.

### Service Provider Program

Symantec is uniquely positioned to offer Service Providers (MSPs, Hosted Application Providers and ISPs) a focused partner program allowing the bundling of multi-protocol hosted security services with your core services

- You receive a high-margin, recurring revenue stream with a predictable cost and a monthly bill for what you have used, putting you in total control of the end customer relationship
- You have access to a comprehensive set of automation and integration options to provide cost effective ordering and provisioning and a good customer experience.
- You're provided with extensive sales and technical training certification programs.
- You own the sale and client relationship including billing and first line support and we provide support escalations.

### Symantec.cloud Partner Program Key Program Features and Benefits

Key Benefits	Standard Associate	Premium Associate	Authorised Reseller	Certified Partner	Service Provider
Licensing Models (New Contracts, Upgrades & )	Commission (except	Commission	Discount off of MSRP	Discount off of MSRP	Fixed Price
Sales and Marketing Support and Ongoing Communication	✓	✓	✓	✓	✓
On-demand and Instructor Led Training	✓	✓	✓	✓	✓
Partner Portal and Online	✓	✓	✓	✓	✓
Internal Use Discount		✓	✓	✓	✓
Service Trials			✓	✓	✓
Escalation Support				✓	✓
White Labeling					✓

Key Requirements	Standard Associate	Premium Associate	Authorised Reseller	Certified Partner	Service Provider
Annual Threshold	No minimum Referral Commitment	Minimum 5 referred customers	Minimum customers.	Minimum customers.	Minimum user requirements.
Competencies	Optional	Required	Required	Required	Required
Level-1 Support	No	No	No	Required	Required
Annual Business Plan	No	No	No	Required	Required

### Symantec.cloud Product Family

Symantec.cloud provides better threat protection than any other hosted services vendor – proven by our consistent record of stopping threats before our competitors. We’re unique in combining best-of-breed third-party offerings with our own predictive Sceptic™ technology – ensuring we maintain the most up-to-date knowledge base on Internet threats and deliver benchmark threat detection. Our services are delivered by a globally distributed infrastructure and supported 24/7 by security experts and backed by the most comprehensive SLA’s in the industry. This provides a convenient and cost-effective solution for managing and reducing risk, and provides your customers with certainty in the exchange of business information.

AntiVirus	AntiSpam	Content Control	Image Control	Email Continuity
<p>Defends against viruses, Trojans and phishing attacks away from your network</p> <p>Automatic updates keep multi-layered protection current</p> <p>Backed by an aggressive SLA covering 100% protection from known and unknown viruses</p> <p>Uses Skeptic™ predictive technology and shared global threat intelligence help defend against emerging threats in real time</p> <p>Fully configurable, with a range of actions for identified malware</p>	<p>Helps identify and defend against spam and targeted email attacks</p> <p>Saves time and resources wasted dealing with unwanted email, and helps protect corporate bandwidth</p> <p>Looks inside every URL within an email to detect malware in the linked website</p> <p>Supports global workforces with multiple spam quarantine languages</p>	<p>Helps detect and prevent circulation of confidential or inappropriate text in email</p> <p>Flexible and intuitive rule-building interface helps establish policies quickly and easily</p> <p>Scans email content and supported attachment file types for comprehensive protection</p> <p>Applies extended character list recognition to detect keywords or phrases in non-Western characters</p>	<p>Helps protect employees from pornographic or other inappropriate image content</p> <p>Performs Image scanning within supported file types that are attached to or embedded in emails</p> <p>Utilizes customizable lists of approved senders and recipients for flexible enforcement</p> <p>Customizable local and global community image databases allow for exceptions and protection from global trends</p>	<p>Provides employees with local and mobile email access during an outage</p> <p>Automatically synchronizes corporate directories, user accounts, contacts, calendars and distribution lists</p> <p>Delivers quick, one-step restoration of sent and received email data to your primary system</p> <p>Offers administrators priority order restoration</p> <p>Restores messages to the email server with metadata intact</p>
Email Encryption	Email Archiving	Web Security Services	Instant Messaging	Hosted Endpoint Protection
<p>Encrypts email communications delivered over the Internet. Technologies include TLS and PKI</p> <p>Helps establish private email communications with business partners and customers</p> <p>Enforced TLS option encrypts all emails between two organizations to give a private network</p> <p>Policy-based option encrypts emails to any recipient and supports flexible delivery models</p> <p>Easy to deploy and administer with no need to manage keys and certificates</p>	<p>Single-instance storage and optional attachments stubbing to help reduce local email stores</p> <p>Archives existing mail stores with tools designed to import from PST files or Exchange servers</p> <p>Supports end-user searches within Microsoft Outlook and Microsoft Outlook Web Access</p> <p>Offers flexible and customizable supervision and review</p> <p>Complements email security and continuity services</p>	<p>Helps you defend your organization from Web borne threats</p> <p>Aids enforcement of your Web Acceptable Use Policy and promotes proper Web Use</p> <p>Enables a consistent, secure browsing experience for end users</p> <p>Helps protect bandwidth and productivity by applying file download, time and volume limits</p> <p>Protect remote and roaming users and enforce policies regardless of location</p>	<p>Provides controlled use and multi-layered protection against new and known threats propagated via public IM networks</p> <p>Enables rapid creation of acceptable use policies so content within IM conversations &amp; attachments can be controlled</p> <p>Logs all IM conversations, which can be sent to an archiving solution to support compliance</p> <p>Complements Symantec MessageLabs Email and Web Security and Control. cloud services</p>	<p>Protect Windows based laptops, desktops, and file servers with advanced technologies for antivirus, antispyware, smart firewall, and host intrusion prevention</p> <p>Automated updates occur transparently over an Internet connection</p> <p>Helps keep employee systems current whether they are in the office or on the road</p> <p>Provides administrators with access to management portal over a web browser</p>

For more information [www.messagelabs.com/partners](http://www.messagelabs.com/partners) or email [partners@messagelabs.com](mailto:partners@messagelabs.com)